

Dear 3D Month Participant:

It is time once again to organize ourselves for December's National Drunk and Drugged Driving (3D) Prevention Month. I am pleased to say that this year's event will offer an exciting opportunity to participate in a new initiative to strengthen our nation's ongoing fight to get impaired drivers off the road.

We have made progress. When Transportation Secretary Peña took office two years ago, we set a goal of reducing alcohol-related fatalities to only 43 percent of the total by 1997. We have already achieved this goal two full years ahead of schedule. Last year, alcohol-related deaths on our roads were down to less than 41 percent of the total and these deaths continued to drop in spite of continued growth in travel. More than 1,200 Americans are alive today who would have died in 1994 had the fatality rate stayed the same.

To build on this success, we need your help. We asked for your input, and what we heard from across the nation was the need for ambitious new goals that would drastically reduce deaths and injuries. Towards that end, we have set our sights on reducing alcohol-related traffic deaths to 11,000 annually by the year 2005, just a decade from now. That's almost 6,000 fewer deaths than last year, when we saw about 16,600 alcohol-related deaths on our nation's highways. It's a rate that would reduce drunk driving fatalities to 30 percent of the total in a decade.

That is ambitious, but it is also achievable if we have the continued support, commitment and energy of citizens, communities and organizations throughout America-YOUR support.

3D Month is one of our most effective public awareness tools. Join us this year in making it the best ever. Small efforts will not be enough to reach our ambitious new goals. We must be energetic, enthusiastic and bold. We must seek new partners, create new ideas, and forge new alliances.

This guidebook is designed to assist you towards that end. Use it as a guide, but let your own creativity and motivation lead the way. Together, we can accomplish much. To what better end should our energies be turned than to reducing the tragic and unnecessary loss of life caused by driving under the influence?

Thank you for joining us.

Sincerely,

Ricardo Martinez, M.D.

Administrator

Table of Contents

Letter From Dr. Ricardo Martinez	1
How to Use the 3D Month Planner	3
What is 3D Month?	3
Conducting a Successful 3D Month Campaign	4

Special Events

What is "Lights on for Life"	7
Capturing Media Attention	8
Sample News Release	10
Sample Fact Sheet	11
Sample Media Advisory	12
National Holiday Lifesaver Weekend	13
Red Ribbon of Memories	14
Combating Impaired Driving at the Workplace	15
Sample Proclamations	16

Media Materials

Sample Letter to the Editor	18
Sample News Release and News Release Format	19
Sample Opinion Editorial	20
Sample Public Service Announcements	21
Sample Talking Points	22
Sample Radio or Talk Show Pitch Letter	23
Working with Media	24
Airing Traffic Safety Messages	27
Sample Messages	28

Background Information

.08 Blood Alcohol Concentration	29
ALR Fact Sheet	31
Child Passenger Safety	32
Keys to Keeping Your Family and Friends Alive	33
National Chiefs' Challenge	34
Non-Alcoholic Beverage Recipes	37
Partners in Progress	38
Seatbelts	39
Young Adult Drinking Drivers	40
Zero Tolerance for Youth	42

Important Names and Numbers

The National 3D Prevention Month Coalition	44
NHTSA Regional Offices	45
State Highway Safety Offices	46
National Groups and Organizations Involved with Impaired Driving and Safety Belt Issues	50

How to use the 3D Month Planner

The enclosed materials can assist you and your organization with making your 3D Month activities a success. In it are suggestions for getting the business sector involved in anti-DWI efforts, sample media materials, fact sheets on various DWI-related topics, and information on national special events like "Lights on for Life," National Holiday Lifesaver Weekend, and MADD's Red Ribbon of Memories. For those who are new to working with media, the Media Materials section has practical tips on establishing good relationships with TV, radio and newspaper reporters.

The materials in this planner are meant to serve as a starting point for your 3D month planning efforts and are intended to spur your community's imagination and creativity. Choose activities that will get the word out effectively in your area.

The key to the success of this year's 3D Month is the involvement of the local/grassroots organizations throughout the nation. It's the combination of the local candlelight vigils, non-alcoholic beverage tasting parties, increased sobriety checkpoints and regional media campaigns that all add up to a concentrated public awareness effort.

After you are finished planning your 3D Month activities, please take a moment to fill out the enclosed 3D Month planner evaluation form. The 3D Month Coalition would like to know what materials you found most helpful and what we can do to improve the Planner for next year's 3D Month.

What is 3D Month?

In the last decade, encouraging progress has been made in reducing injury and death in motor vehicle crashes involving drivers and pedestrians impaired by alcohol and other drugs. However, alcohol-related crashes still claimed 16,600 lives in 1994, about a third of them under 25 years of age, and remain a leading cause of death for teenagers and young adults. These alcohol-related crashes, injuries and fatalities cost society at least \$46 billion in lost productivity, medical costs, property damage and other direct expenditures. Over \$5 billion of these costs was for health care.

To help reduce these senseless tragedies, the National 3D Prevention Month Coalition made up of public and private sector organizations has declared December as National Drunk and Drugged Driving (3D) Prevention Month. The Coalition is encouraging community groups, government agencies, law enforcement and businesses throughout the nation to conduct 3D Month promotions to get the word out to their communities about the dangers of impaired driving. Groups are asked to tie their efforts into this year's campaign theme, "Take a stand against impaired driving."

The 3D Prevention Month Coalition has established a number of goals for the 1995 3D Month campaign. They are to:

Educate The Public About Impaired Driving

Impaired driving is defined as a reduction in the performance of critical driving tasks due to the effects of alcohol or other drugs. Publicize the following facts:

- _ A driver over the age of 21 is considered intoxicated if his or her blood alcohol concentration (BAC) is at or above the legal limit in that state (either .08 or .10 grams/deciliter).
- _ A crash is alcohol-related if either a driver or a pedestrian (including bicyclists) involved in the crash had a BAC of .01 grams/deciliter or higher.

- _ For some drivers, any measurable alcohol puts them at increased crash risk, and the risk increases substantially at or above .08 BAC.

- _ Seat belts are the best defense against an impaired driver. Eighty percent of all occupants killed in DWI crashes are unrestrained by seat belts. Research has shown that safety belts reduce the risk of fatal or serious injury to front-seat passengers by 45-50 percent.

Focus On The Young Adult Drinking Driver

When planning 3D Month activities, keep in mind that this year's national focus is the Young Adult Drinking Driver, particularly males aged 21-34. Members of this population are significantly over-represented in all categories of DWI crash statistics, including fatalities.

See the Young Adult Drinking Driver Fact Sheet in the Background Information section on page 36 for additional information.

Educate The Public About Effective Strategies For "Taking A Stand Against Impaired Driving"

- _ Release and heavily promote the latest national and state statistics about the over-representation of 21-34 year old drivers in the impaired driving problem (arrests, crashes, deaths, serious injury).

- _ Encourage states to pass tougher laws (ALR, .08 BAC, zero tolerance, vehicle im-poundment and license plate confiscation).

- _ Encourage states to strengthen law enforcement efforts and improve alcohol screening and treatment of DUI offenders.

- _ Promote local "Red Ribbon of Memories" events.

- _ Promote "Lights on for Life" Day (Friday, December 15).

- _ Promote National Holiday Lifesaver Weekend (December 15-17).

- _ Encourage the use of designated drivers.

- _ Promote tips for safe and responsible party hosting.

PROVIDE TOOLS FOR ENACTING 3D MONTH ACTIVITIES IN STATE AND LOCAL COMMUNITIES

- _ Sample media materials and proclamations are enclosed.

_ Suggestions for special events and local promotions are included in the planner.

Please join us in making December 1995 an effective Drunk and Drugged Driving (3D) Prevention Month.

Conducting a Successful 3D Month Campaign

The first step toward a successful 3D Month campaign is careful planning. Take the time to lay out what will be done, how it will be done, what resources will be needed (both human and monetary) and what the goals are for the campaign. Timelines, "to do" lists, and outlines are all useful planning tools.

Key Messages And Target Audience

When planning 3D month activities, keep in mind the key messages and target audience. For example, key messages may include this year's campaign theme "Take a stand against impaired driving," and focus on ways the residents of your community can "Take a stand" (designate a driver, be a responsible host, support tougher legislation, etc.).

This year's national 3D focus is the Young Adult Male Driver, aged 21-34. You may choose to focus your activities on this target audience.

Chose key messages carefully, and keep them simple. Be consistent with campaign messages, and use the same messages throughout 3D Month. Repetition breeds retention.

Program Components

Media Relations

News media share the goal of informing the public about events and issues affecting the community. The media are excellent vehicles for getting the word out to community residents.

Take advantage of a wide range of media to disseminate information. In addition to the daily paper, radio and TV stations, community newspapers, newspaper supplements, high school and college publications, community bulletin boards, and cable TV are all viable media outlets to work with.

Special Events

Media are critical to the success of any special event. The more pre-publicity obtained, the more people will attend. Media advisories, news releases, and public service announcements are some of the most effective tools for informing the media about special events.

For ideas on conducting 3D Month special events, see the Special Events section on pages 4-13 of the 3D Month planner.

General Media Outreach

News releases, fact sheets, letters to the editor, sample editorials, public service announcements, and talk show interviews are all good ways to work with media to encourage community members to "Take a stand against impaired

driving."

See the Special Events, Media Materials, and the Background Information sections for samples of 3D Month media materials and practical tips on working with the media.

Community Outreach

Another key to the success of a 3D month campaign is getting the community involved as much as possible in planned activities.

The following are some suggestions:

Develop Partnerships

Go on a fact finding mission to see what other groups in the community are planning 3D month activities. Coordinate your activities within the community. Join forces or complement existing programs. Share resources with other groups with similar goals.

Recruit Local Businesses to Promote 3D Month

- _ Work with a shopping mall to create a traffic safety fair or rally during one weekend in December. Local community organizations could set up informational booths and displays.
- _ Ask delivery services (pizza, flowers, etc.) to distribute pledge cards with their products or ribbons for car door handles and antennas. The cards could be collected by the drivers or returned by mail.
- _ Ask local fast food restaurants to print 3D Month messages on their disposable tray liners. Provide them with camera-ready artwork if possible.
- _ Distribute a Christmas tree tag with impaired driving prevention messages to tree farms and retailers.
- _ Ask local grocery store chains about their policy for printing public service messages on grocery bags. Encourage them to print 3D Month messages on their bags throughout December.
- _ Work with local automobile clubs, gas stations, car dealers, and car rental agents to print and distribute car litter bags with 3D Month logo and prevention messages.

Get the Community Involved

- _ Develop a speakers bureau - make local law enforcement, advocacy, and other speakers available for community gatherings and meetings.
- _ Encourage your mayor or city council or board of supervisors or other government body to issue a proclamation declaring December as 3D Month and Friday, December 15, as "Lights on for Life" Day. (Sample proclamations are included in Section A of the Appendix).
- _ Work with religious organizations and businesses to get your message out. Provide materials or camera-ready artwork for bulletins or fliers.
- _ Provide anti-DWI talking points to religious and business leaders to incorporate into speeches and sermons. Ask them to encourage community residents to "Take a stand against impaired driving" by turning their "Lights on for Life" on Friday, December 15.
- _ Have large businesses and municipal agencies enclose prevention information with employee paychecks.
- _ Give movie theaters slides to display on screen before a movie begins.
- _ Place interior transit cards with anti-DUI and "Lights on for Life" messages in public transportation vehicles.
- _ Conduct a candlelight vigil commemorating victims of impaired driving crashes. (Often, MADD chapters have such an event. Contact your local MADD chapter to see if they are planning on holding a vigil).
- _ Hold an anti-DWI rap music, slogan, skit or poster contest for local youth.

_ Encourage the involvement of your local law enforcement agency in National Ho-liday Lifesaver Weekend, December 15-17. (See National Holiday Lifesaver Weekend on page 9 for details.)

Camera-ready Artwork

Use the camera-ready artwork provided in this packet to promote impaired driving messages. Give copies of the artwork to local businesses and community groups and encourage them to include anti-DWI messages in their holiday publications. (Artwork is in the pocket of the planner.)

The artwork can also be used on campaign collateral items such as mugs, water bottles, bumper stickers, decals, pens and pencils, magnets, buttons, bookmarks, key chains, etc., to give away at 3D Month activities.

Follow-Up And Evaluation

Ongoing evaluation and strategy adjustment are important to maintaining momentum and getting the message out. Monitor media coverage to evaluate the effectiveness of campaign media relations efforts. Obtain feedback from community groups to see how those efforts are being received.

Once 3D Month is over, take an objective look at what has been accomplished.

Ask what activities were successful? Why or why not? Would they be worth doing again?

Use this information to tailor activities for the rest of the year.

What Is "Lights on for Life"?

"Lights on for Life" is a one-day nationwide headlight observance in remembrance of persons killed or injured in alcohol-related crashes. The event also serves as a reminder that law enforcement throughout the nation will especially target impaired drivers during the holiday season.

The event is intended to send a positive message to the community and remind the public that alcohol-related crashes are preventable when people come together to urge fellow citizens to take responsibility for their actions.

Senior administration officials, national law enforcement leaders and highway safety advocates will kick-off this national impaired driving prevention and enforcement initiative in a Washington, D.C. ceremony on Thursday, December 14. This is a nationwide effort to inform the public and the media of the dangers of impaired driving and to encourage increased enforcement of impaired driving laws.

Local communities around the country are encouraged to host their own media events and remind motorists to keep their vehicle headlights on during the day on Friday, December 15, 1995.

"Lights on for Life" is sponsored by the National 3D Prevention Month Coalition.

"Lights on for Life" is the prelude to "National Holiday Lifesaver Weekend," a national enforcement operation sponsored by state law enforcement administrators to bring attention to impaired driving laws, increased enforcement and hazardous traffic violations. The operation is being conducted from December 15-17. (See "National Holiday Lifesaver Weekend" backgrounder in this section for more information.)

Law enforcement needs your support to combat the impaired driver. 3D Month is an opportunity to provide such support and to encourage your local law enforcement agency to participate in "National Holiday Lifesaver Weekend."

"Lights on for Life" and Your 3D Month Efforts

"Lights on for Life" is consistent with the goals and efforts of 3D Month and serves as an opportunity to involve law enforcement, government, business and the community at large in a combined effort to focus attention on the issue of impaired drivers.

"Lights on for Life" can be considered the highlight of the many local events your community undertakes during the month of December. You are encouraged to maximize the impact of the nationwide "Lights on for Life" effort by hosting a media event in your own community on December 14.

Capturing Media Attention

"Lights On For Life": A Community Call To Action

Purpose of the Media Event

The purpose of the "Lights on for Life" media event is to encourage the motoring public to keep their vehicle headlights on during the day on Friday, December 15, 1995, and to reinforce the horrors associated with impaired driving.

Involving the Community

Many communities have formed coalitions to promote 3D Month within their areas. These coalitions include representatives of law enforcement, MADD, elected officials, traffic safety advocates and businesses.

Your coalition can help encourage community participation in "Lights on for Life" by distributing fliers and information at meetings and in newsletters. Camera-ready advertisements and a logo sheet are included in this handbook. The coalition can also serve as the host of a "Lights on for Life" news conference.

Who to Include in Your News Conference

The media are attracted to community leaders. For this reason, you will want to invite citizens with high name recognition to participate in your news conference. A recommended list of spokespersons would include:

- _ Governor/Mayor/County Executive
- _ Superintendent/Chief of Police/Highway Patrol/Sheriff
- _ 3D Month Coalition Chair
- _ MADD/SADD/RID Chapter President/Crash Victim
- _ Prominent Businessperson
- _ Emergency Room Physician

When/Where to Conduct Your Media Event

Your "Lights on for Life"/ "National Holiday Lifesaver Weekend" media event should be conducted in the morning or early afternoon on Thursday, December 14, in conjunction with the national "Lights on for Life" news conference to be held on the same day in Washington, D.C. This will allow television stations enough time to attend your media event and prepare a story for the evening news.

The media event should be held in a centrally located area in your community that is easily accessible to the media. Suggestions include the front steps of City Hall or the police department, the grounds of the State Capitol (if applicable), a freeway overpass, trauma center or the parking lot of a sports complex.

Television stations prefer to cover news conferences that convey specific visual messages to their viewership. For example, the trauma center location can emphasize the personal tragedy of impaired driving; the sports complex is more identifiable to the young male audience (the most frequent impaired driving offenders); and the police department location delivers the strong message of law enforcement cracking down.

Other Visual Opportunities

In addition to selecting a good location for your news conference, it is important to provide television stations and photographers additional opportunities to "tell your story."

_ Because "Lights on for Life" is a vehicle headlight initiative, there should be cars, trucks and other motor vehicles at your news conference with their headlights turned on to dramatize the impact of the community-wide effort. Representative motor vehicles could include: law enforcement vehicles and motorcycles from various jurisdictions various cars, trucks and fleet vehicles of local companies and businesses regional transit buses and vans.

At a minimum, law enforcement vehicles should be displayed at your news event.

_ It may be possible to include "Vince and Larry" or "Buckle Up Bear" characters or other recognizable figures who symbolize traffic safety.

_ Other good visuals include mock crash or demonstration of standardized field sobriety testing or other law enforcement technology or procedures.

Sample News Release
(YOUR LETTERHEAD)

For Immediate Release

Contact:

Phone:

(Your Organization) Joins "Lights On For Life" Symbolic Headlight Observance On December 15

Event Showcases National Drunk and Drugged Driving Prevention Month and "National Holiday Lifesaver Weekend"

(City, Date) In a symbolic nationwide observance to focus attention on the impaired driving issue, (your organization) is joining law enforcement, businesses, government agencies and private citizens throughout the country in keeping their vehicle headlights on as they drive during the day on Friday, December 15, 1995.

The observance is dubbed "Lights On for Life" in remembrance of persons killed and injured in alcohol-related crashes and serves as a reminder of law enforcement's watchful eye on impaired drivers. The event is part of National Drunk and Drugged Driving (3D) Prevention Month, held in December, and "National Holiday Lifesaver Weekend" (December 15-17). Law enforcement, anti-DUI groups and others are participating in various activities throughout the month to call attention to the continued impaired driving problem in our country.

"Lights on for Life" is sponsored by the National Highway Traffic Safety Administration (NHTSA) and a coalition of government, corporate and advocacy groups—the National 3D Prevention Month Coalition.

"This observance is important because with all of the parties and celebrations during the holidays,

impaired drivers are always a problem," says (name of spokesperson). "This event will help to focus attention on the impaired driving issue and hopefully prevent people from getting behind the wheel after drinking."

"This sends a positive message to the community and reminds the public that during the holidays, law enforcement will be cracking down on those who choose to drink and drive and place innocent people's lives in jeopardy," (name of spokesperson) says. "I encourage all (city/state name) residents to join us and take a stand against impaired driving by turning on their 'Lights on for Life' on Friday, December 15."

For information on how you can support National 3D Prevention Month, and to get involved in local "Lights on for Life" efforts, contact (name) at (phone number).

Sample Fact Sheet
(YOUR LETTERHEAD)

Fact Sheet

"Lights On For Life"

WHO: Law enforcement, businesses, government agencies and private citizens nationwide will keep vehicle headlights on as they drive during the day on Friday, December 15, 1995.

WHAT: "Lights on for Life" is held as a remembrance of persons killed and injured in alcohol-related crashes and a reminder of law enforcement's watchful eye on impaired drivers. "Lights on for Life" is the showcase event for National Drunk and Drugged Driving (3D) Prevention Month (December).

WHERE: The nation's roads and highways.

WHEN: Friday, December 15, 1995.

WHY: To focus attention on deaths and injuries caused by drunk and drugged drivers during the holidays and beyond. "Lights on for Life" is a symbolic observance that sends a positive message and reminds the public that during the holidays, law enforcement will be cracking down on those who choose to place innocent people's lives in danger.

"Lights on for Life" is sponsored by the National 3D Prevention Month Coalition.

Sample Media Advisory
(YOUR LETTERHEAD)
"Lights On For Life" News Conference

MEDIA ADVISORY

Contact:
Phone:

City Officials, Law Enforcement, Business Join
Forces For "Lights On For Life" Symbolic
Headlight Observance National Call To Action:
December 15, 1995

WHO: (Governor/Mayor/County Executive)
(Superintendent/Chief of Police/Highway Patrol/Sheriff)
(3D Month Coalition Chair)
(MADD/SADD/RID Representative/Crash Victim)
(Prominent Businessperson)
(Emergency Room Physician)

WHAT: Law enforcement, business, government and private citizens
in (city) will be encouraged to keep vehicle headlights on during the
day on Friday, December 15, 1995.

"Lights on for Life" is a nationwide remembrance of persons killed and
injured in crashes involving alcohol and a reminder of law
enforcement's watchful eye on impaired drivers.

"Lights on for Life" also serves as the kick-off event for "National
Holiday Lifesavers Weekend," law enforcement's three-day effort to
reduce highway death and injury.

WHERE: (Address, nearest cross street)

WHEN: News Conference: Thursday, December 14, 1995, (time)

"Lights on for Life": Friday, December 15, 1995

WHY: To prevent alcohol-related fatalities and injuries by focusing
attention on the impaired driving issue during December.

Photo Opportunity: Visuals include a display of law enforcement
vehicles from (city) and the surrounding areas, as well as company vehicles
representing (names of major employers, other groups). Following the news
conference, the vehicles, all with their headlights on, will exit together in
a procession in support of "Lights on for Life."

"Lights on for Life" is the showcase event for National Drunk and Drugged
Driving (3D) Prevention Month. "National Holiday Lifesaver Weekend" is
sponsored by the International Association of Chiefs of Police and Operation
Care.

National Holiday Lifesaver Weekend

December 15-17, 1995

In its continuing effort to curb deaths and injuries occurring on the nation's highways during the holiday season, the International Association of Chiefs of Police (IACP), with support from the National Sheriffs' Association, conducts an annual "National Holiday Lifesaver Weekend." State and local law enforcement agencies throughout the United States and Canada organize this multi-agency crackdown targeting impaired driving and other hazardous traffic law violations. Thousands of state troopers and their Canadian counterparts participate in the annual event.

The 1995 National Holiday Lifesaver Weekend, December 15-17, will be kicked off by "Lights on for Life" events across the nation. For the second year in a row, all Americans will be encouraged to turn their "Lights on for Life" by driving with their vehicle headlights on throughout the day on Friday, December 15, in a symbolic remembrance of those who have been killed or injured in alcohol-involved crashes.

Historically, the weekend before Christmas is a period of increased travel and alcohol consumption and, as a result, is the focus of law enforcement efforts.

The goal of this national effort is to improve public safety on the nation's highways by providing assistance to the motoring public, reducing impaired driving, increasing the use of seat belts and child restraints, and aggressively enforcing speed laws and other hazardous traffic law violations.

During the National Holiday Lifesaver Weekend, state and provincial law enforcement agencies are encouraged to:

- _ Maximize deployment and visibility of state and provincial police and highway patrols during the enforcement period
- _ Elicit the support and participation of local law enforcement agencies
- _ Emphasize service and assistance to the motoring public
- _ Reduce the incidence of drivers under the influence of alcohol or other drugs
- _ Enforce seat belt and child safety seat laws
- _ Enforce prima facie and maximum speed limits on all roadways within the agency's jurisdiction
- _ Promote media coverage of the project for enhanced public awareness

The IACP believes that National Holiday Lifesaver Weekend exemplifies the outstanding contribution made by law enforcement agencies in efforts to combat impaired driving. Each year, the IACP attempts to expand the number of state and local agencies participating in the event. The IACP encourages all businesses, community groups, coalitions, advocacy groups and government agencies to promote and encourage law enforcement participation in this program.

EVENT HISTORY

One of the key components of 1992's 3D Prevention Month was the national "Red Ribbon of Memories," a visual tribute to the thousands of men, women and children who were killed or injured in alcohol-related traffic crashes that year. Family members, friends and neighbors created special red ribbons to preserve the memories of their loved ones.

Schools, community groups, and local coalitions collected as many red ribbons as possible, tied them together and sent them to Washington, D.C., where they were joined into a 3,000-foot long memorial for impaired driving victims. The gigantic "Red Ribbon of Memories" lined the walls of the Great Hall in the U.S. Department of Health and Human Services during the 1992 3D Prevention Month kickoff, creating a moving visual reminder that "Friends Don't Let Friends Drive Drunk."

As part of 1995's 3D Prevention Month activities, state and local organizations are encouraged to create their own Red Ribbon of Memories.

Suggested Red Ribbon Specifications and Design

The following recommendations are based upon the experience acquired during the national Red Ribbon of Memories campaign. There are three requirements for the ribbons: they must be red fabric, follow the size specifications below, and include the name of the person killed or injured.

All other design choices are left up to the ribbon's creator. Ribbons can be plain or decorated, embroidered or painted, happy or somber. They can include artwork, photos, a favorite poem, a treasured memory, or even a lock of hair.

Artwork can appear on one or both sides. Ribbon designs are limited only by the designer's imagination.

Ribbons with sewn-on designs and lettering work very well, while items that are glued on frequently become lost. Polyurethane works extremely well to cover, protect, and preserve artwork.

Ribbons should measure 6" high by 36" long. Artwork should be kept to 12" in the center of the ribbon, with 12" on either end for tying.

Ideas for Promotion

Each community should assign a local coordinator for the Red Ribbon of Memories campaign. Coordinators are encouraged to work with schools, police organizations, local MADD and RID chapters, hospitals, community groups, employers, unions and media to generate interest and participation in the campaign. Here are some ideas:

- _ Identify a local drop-off point for ribbon collection (perhaps a grocery store, post office or other centrally located facility). Your Governor's Highway Safety Representative may be interested in coordinating the collection of ribbons statewide.
- _ Ask local businesses, stores and employers to post fliers about the campaign and to include information in employee paychecks.
- _ Ask businesses that advertise in newspapers to include a message about the Red Ribbon of Memories in their ads. Provide camera-ready artwork or suggested copy.
- _ Encourage local schools and universities to participate or create their own Red Ribbon of Memories.

- _ Ask fabric stores of textile businesses in your area to donate remnants or bolt ends of red fabric for ribbons.
- _ Ask local newspapers and television and radio stations to promote the campaign through public service announcements.
- _ Organize an event to gather and count the ribbons and tie them together. Invite local media to cover the event. Distribute a press release announcing the number of ribbons collected.
- _ Use the ribbon as a visual hook for local news stories or your own press conference/kickoff event.

WHY SHOULD EMPLOYERS CARE ABOUT IMPAIRED DRIVING?

Coordinated education and enforcement efforts have been successful in reducing the number of alcohol-related traffic deaths in the U.S. since the 1970s. However, the National Highway Traffic Safety Administration estimates that in 1994, 16,600 Americans were killed and nearly half a million were injured in alcohol-related crashes. That's one alcohol-related death every 30 minutes.

Aside from the tragic loss of life, the health care costs resulting from motor vehicle injuries cost Americans over \$14 billion a year. We save \$35,000 in health care costs alone for each serious injury prevented. Reducing the number of alcohol-related fatalities would save thousands of lives and millions in health care costs, income taxes and public assistance annually.

It is in an employer's best interest to do his/her part to educate employees about the dangers of impaired driving. Workplace traffic safety education can save employers money, and, more importantly, could save employees' lives.

What can you do?

This December is National Drunk and Drugged Driving (3D) Month, a nationwide concerted effort to encourage Americans to "Take a

Stand Against Impaired Driving" (this year's theme). Community groups, government agencies, law enforcement and businesses throughout the nation are encouraged to conduct 3D Month promotions to get the word out about the dangers of impaired driving.

It is easy to fit 3D Month activities into existing workplace safety and injury control programs. The following are some ideas on ways companies can take a stand against impaired driving this holiday season.

- _ Have the president or CEO send a memo to all employees about the organization's commitment to reducing impaired driving during the holidays.

- _ Conduct an internal public relations program to educate employees about impaired driving.

Your campaign could include:

- _ Articles in your employee newsletter.

- _ Brown bag seminars on the effects of alcohol and other drugs and the importance of safety belt use.

- _ Promotion of the designated driver concept.

- _ Information on how to be a responsible party host.

- _ Distribution of posters, brochures and other promotional material.
- _ Participation in "Lights on for Life" and/or the "Red Ribbon of Memories" campaign.
- _ Promote responsible use of alcohol at corporate functions.
- _ Designate someone as responsible for overseeing any function where alcohol is served.
- _ Always serve food.
- _ Focus the event on something other than alcohol.
- _ If guests are charged a fee, offer a lower price for those who chose not to drink alcohol.
- _ Offer non-alcoholic beverages.
- _ Establish guidelines such as not serving individuals who appear to be impaired, never serving minors, closing the bar at least an hour before the end of the event, and offering free rides or cab fare to those who have had too much to drink.

NETS

The Network of Employers for Traffic Safety (NETS) is a nonprofit organization dedicated to helping employers reduce the incidence and cost of motor vehicle crashes. To find out more about NETS' ongoing employer

activities in your state or community, call 202/452-6005. A complete list of NETS' state contacts is included in the Names and Numbers section (pages 38-40).

Sample proclamations

An easy way to jump-start your 3D month activities is to have the Mayor, city council, county board of supervisors, Governor or state legislator issue a proclamation declaring December as National Drunk and Drugged Driving (3D) Prevention Month, and Friday, December 15, 1995, as "Lights on for Life Day." The following are sample proclamations:

NATIONAL DRUNK AND DRUGGED DRIVING PREVENTION MONTH 1995

WHEREAS in 1994, approximately 40,000 Americans were killed in motor vehicle crashes, and of these deaths, almost 16,600 or less than 41 percent of these fatalities involved alcohol.

WHEREAS the number of alcohol-related traffic fatalities has declined significantly over the last decade, there remains a critical need for continued public education, increased enforcement and tougher laws and penalties for offenders.

WHEREAS studies have shown that the country's most at-risk group for driving impaired are Young Adult Male Drivers aged 21-34, particular attention must be paid to reaching this age group.

WHEREAS all across this nation, Americans are coming together to "Take a Stand Against Impaired Driving," federal, state and local government agencies are working along-side private businesses and local communities to spread the word about the dangers of impaired driving.

WHEREAS last year's holiday season marked the first national "Lights on for Life Day," when all Americans were asked to drive with their vehicle headlights on throughout the day in remembrance of the thousands of victims of impaired driving, I ask all Americans to once again show their support this holiday season by driving with their headlights on all day on Friday, December 15, 1995, reminding all citizens of the dangers of driving under the influence of alcohol or other drugs.

WHEREAS throughout December, I ask each citizen to make a conscious effort to ensure a safe and healthy holiday season for everyone by not driving impaired, by being a responsible party host, and by intervening when someone you know attempts to get behind the wheel after drinking or taking drugs.

NOW, THEREFORE, I, (Insert name and title of local public official), do hereby proclaim December 1995, as "National Drunk and Drugged Driving Prevention

Month," and Friday, December 15, as "National Lights on for Life Day" in (insert name of state or community). I call upon all citizens, government agencies, public and private institutions, businesses, hospitals and schools in (repeat state or community) to observe this month with appropriate ceremonies. I further ask all motorists to drive with their vehicle headlights on throughout the day on Friday, December 15, as a memorial for the victims of impaired driving and as a reminder of the dangers of drunk and drugged driving.

Signature

"LIGHTS ON FOR LIFE DAY"

Friday, December 15, 1995

WHEREAS last year, 16,600 Americans were killed and almost half a million were injured in impaired driving crashes. That's one death about every 30 minutes. Many were innocent victims, not the impaired drivers themselves.

WHEREAS in recent years, society has experienced a dramatic shift in attitude regarding impaired driving, thanks to the combined efforts of law enforcement and community groups. Society no longer tolerates those who choose to drink and drive.

WHEREAS Americans will not tolerate the senseless death and injury on our nation's roadways. Drivers arrested for driving under the influence can expect no sympathy from the police, employers, or neighbors. Driving under the influence is unacceptable.

WHEREAS during the holidays, (Name of City/State) residents can take a stand against impaired drivers by joining law enforcement, businesses, government agencies and private citizens in keeping their vehicle headlights on as they drive during the day on Friday, December 15, 1995, to participate in "Lights On for Life," an observance designed to remember persons killed and injured in alcohol-related crashes and as a reminder of law enforcement's watchful eye on drunk drivers. "Lights on for Life" is the showcase event for National Drunk and Drugged Driving (3D) Prevention Month, held in December.

NOW, THEREFORE, I, (Insert name and title of local public official), do hereby proclaim Friday, December 15, as "Lights on for Life Day" in (insert name of state or community). I call upon all motorists to drive with their vehicle headlights on throughout the day on Friday, December 15, as a memorial for the victims of impaired driving and as a reminder of the dangers of drunk and drugged driving.

Signature

Sample Letter to the Editor

How to Make Use of Sample Letter to the Editor/Opinion Editorial Packet

Letters to the editor and opinion editorials are good avenues for getting the word out about 3D Month and other traffic safety programs. Each newspaper has its own policy about printing letters to the editor and opinion editorials, and normally a letter to the editor is easier to place.

- _ Copy or adapt the sample letter to the editor and copy the opinion editorial you are sending on your own letterhead. The letter should be signed by the head of your organization, member of your board or a top staff person. Always include a contact name and phone number in case the paper needs additional information.

- _ Send or hand deliver the packet to the major daily newspaper in your area. If you are a state organization, send the packet to the major daily newspapers in your state. The goal is to offer the piece to one paper in each market.

- _ Call within a few days of the time your materials should have reached the newspaper. Confirm that your packet has arrived, and ask if it will be published and if additional references are needed.

- _ If a paper turns you down, try again with the paper with the next biggest circulation in your area. Weekly papers are also good targets for opinion editorials and letters to the editor.

Dear Editor:

Last year, 16,600 Americans lost their lives as a result of alcohol-involved crashes. That's one about every 30 minutes. This is totally unacceptable, as impaired driving deaths and injuries are 100 percent preventable.

This holiday season, hundreds of government agencies, law enforcement officials, community groups, local businesses and major U.S. corporations are banding together to recognize National Drunk and Drugged Driving (3D) Prevention Month and "Take a Stand Against Impaired Driving."

I encourage you to join this national movement by taking your own stand against impaired driving. The National Highway Traffic Safety Administration has set a national goal of reducing DWI fatalities to 11,000 annually by the year 2005. That's almost 6,000 fewer than last year, and it's a rate that would reduce impaired driving fatalities to 30 percent of the total in a decade. This is an ambitious goal, one that will require all of us doing our part.

Taking a stand is simple, and there are a lot of ways to do it. First of all, don't drink and drive. Never serve alcoholic beverages to anyone under 21. If you drink, always plan ahead and designate a non-drinking driver.

If you are having a party this holiday season, be a responsible host. Serve a wide variety of beverages, including some that are non-alcoholic. Control the amount of alcoholic beverages served—no open bars. Ask alcohol-impaired guests to stay overnight or call a cab to assure them a safe ride home.

Together, we can reach our goal of decreasing DWI-related fatalities and injuries. These are tragedies that don't need to happen. Do your part to take a stand against impaired driving this holiday season and throughout the year.

Sincerely,
(name of organization president)

Note: We encourage you to bring your readers' attention to this important issue. Please use this letter to the editor or the attached sample editorial in your publication. For additional information, call me at (phone number).

Sample News Release

(YOUR LETTERHEAD)

FOR IMMEDIATE RELEASE

Contact:

Phone:

(Your Organization) Urges (Name of City/State) Residents to Take a Stand Against Impaired Driving this Holiday Season

(City, Date) "Take a Stand Against Impaired Driving" is the theme for this December's National Drunk and Drugged Driving (3D) Prevention Month. The (your organization) joins a coalition of national organizations, including the National Highway Traffic Safety Administration (NHTSA), in kicking off the month by issuing a call to action to (name of city/state) residents.

A decade of combined efforts by NHTSA, media and many public and private organizations has demonstrated that a combination of education and enforcement works to reduce impaired driving. 3D Month and other strategies are credited with saving lives and reducing both injury and property damage. In 1994, 16,600 Americans died in alcohol-involved crashes, the lowest figure in 31 years, but according to NHTSA officials, still unacceptably high.

This year's 3D month efforts focus on the Young Adult Driver, primarily males aged 21-34. This population is over-represented in all crash data, including deaths and injuries.

(Your organization) is taking part in this nationwide effort to emphasize the consequences of impaired driving and what can be done to reduce the number of alcohol-related crashes that claim thousands of innocent lives each year.

"(Name of residents, i.e., "Californians" or "New Yorkers") can take a stand against impaired driving this holiday season by designating drivers, supporting tougher anti-DUI legislation and being responsible party hosts," says (organization spokesperson).

"When hosting a holiday party, make sure a variety of beverages are available for guests, including some drinks that are non-alcoholic," says (organization spokesperson). "Give your guests something else to do besides drink. Serve food. Dance. Play games. Pay attention to how much your guests are drinking. Take away the keys or call a cab for those who have had too much."

(Insert your paragraph(s) on local activities for 3D Month).

The "Take a Stand Against Impaired Driving" campaign promotes ways community residents can do their part to stop impaired driving tragedies. (Your organization) urges (name of city/state) residents to support tough anti-DUI legislation, including reduced legal blood alcohol concentration (BAC), zero tolerance and use-lose laws for younger drivers, and administrative license revocation (ALR) laws which enable police to immediately confiscate the driver's license of a driver who is found with a blood alcohol level over the legal limit or who refuses to take a blood alcohol level test.

"We encourage all (city/state) residents to take a stand against impaired

driving this holiday season and throughout the year," says (organization spokesperson).

For more information on 3D Month, call (contact name and phone number).

Sample Opinion Editorial

Take a Stand Against Impaired Driving

Last year, 16,600 Americans lost their lives as a result of alcohol-involved crashes. That's one about every 30 minutes. This is totally unacceptable, as impaired driving deaths and injuries are 100 percent preventable.

This holiday season, hundreds of government agencies, law enforcement officials, community groups, local business and major U.S. corporations are banding together to recognize National Drunk and Drugged Driving (3D) Prevention Month and take a stand against impaired driving.

I encourage you to join this national movement by taking your own stand against impaired driving. The National Highway Traffic Safety Administration has set a national goal of reducing DUI fatalities to 11,000 annually by the year 2005. That's almost 6,000 fewer than last year, and it's a rate that would reduce impaired driving fatalities to 30 percent of the total in a decade. This is an ambitious goal, one that will require all of us doing our part.

Taking a stand is simple, and there are a lot of ways to do it. First of all, don't drink and drive. Never serve alcoholic beverages to anyone under 21. If you drink, always plan ahead and designate a non-drinking driver.

If you are having a party this holiday season, be a responsible host. Serve a wide variety of beverages, including some that are non-alcoholic. Control the amount of alcoholic beverages served—no open bars. Ask alcohol-impaired guests to stay overnight or call a cab to assure them a safe ride home.

Report suspected impaired drivers to your state or local police by dialing 9-1-1. Be sure to get the license plate number and description of the vehicle.

Ask your Governor and state legislators to support tougher laws, such as administrative license revocation, .08 blood alcohol concentration (BAC) for adult drivers and zero tolerance laws for drivers under 21. If your state already has these laws in place, encourage elected officials to consider tougher penalties for those found guilty of DUI.

Give particular attention to those individuals aged 21-34. Males in this category are statistically over represented in all categories of DUI crash data, including fatalities.

Together, we can reach our goal of decreasing DUI-related fatalities and injuries. These are tragedies that don't need to happen. Do your part to take a stand against impaired driving this holiday season and throughout the year.

Sample Public Service Announcements

LENGTH: 15 SECONDS

- _ The thought of spending \$800,000 this holiday season is outrageous to most people, but that's the price we pay every time someone dies at the hands of an impaired driver. Take a stand against impaired driving. Serve less alcohol this holiday season.
- _ When you let teenagers drink in your home and break the law, you encourage dangerous behavior. What happens if next time after they drink, they get behind the wheel of a car? Remember, you hold the key to highway safety. Take a stand against impaired driving.
- _ Someone dies because of impaired driving every 30 minutes on our nation's roadways. Don't become part of this statistic. Take a stand against impaired driving this holiday season. Plan ahead, take a cab, designate a non-drinking driver, call friends for rides or drink at home.
- _ If you are planning on having a holiday party, plan on being a responsible host. Offer a selection of beverages and be sure to include those that are non-alcoholic. Arrange a safe ride home for guests who have "over-indulged." Take a stand against impaired driving.

LENGTH: 20 SECONDS

- _ Show your generosity this holiday season: give less! If you serve customers or guests who may be driving, give them less alcohol, less often. Offer a variety of beverages, including those that are non-alcoholic. This holiday season, take a stand against impaired driving. Prevention works to make our roadways safer.
- _ A young person dies in an alcohol-related highway crash every three hours and we can't stop it. Or can we? If we respect the drinking age law, tell young people we expect them to obey it, and stop those who let them drink, we can make prevention work. Take a stand against impaired driving this holiday season.
- _ In the United States, someone dies in an alcohol-related crash every 30 minutes. Every two minutes, someone is injured. Resolve to be responsible this holiday season. Take a stand against impaired driving. Plan ahead, take a cab, designate a non-drinking driver, call friends for rides or drink at home.
- _ If you are planning on having a holiday party, plan on being a responsible host. Offer a selection of beverages and be sure to include those that are non-alcoholic. Take the keys away from guests who have had too much to drink. Arrange a safe ride home for guests who have "over-indulged." Take a stand against impaired driving.

LENGTH: 30 SECONDS

- _ Here's a low-cost tip for showing your generosity this holiday season: give less! That's right, less. If you serve customers or guests who may be driving, give them less alcohol, fewer drinks, less often. Offer a selection of beverages and be sure to include those that are non-alcoholic. Prevention

works to make our highways safer for all of us. Take a stand against impaired driving.

_ In the United States, someone dies in an alcohol-related crash every 30 minutes. Every two minutes, someone is injured. Don't become part of this statistic. Resolve to be responsible this holiday season. Take a stand against impaired driving. Plan ahead, take a cab, designate a non-drinking driver, call friends for rides or drink at home. You hold the key to safe roads and highways.

_ If you are planning on having a holiday party, plan on being a responsible host. Offer a selection of beverages and be sure to include those that are non-alcoholic. Never serve alcoholic beverages to anyone under 21. Take the keys away from guests who have had too much to drink. Arrange a safe ride home for guests who have "over-indulged." This holiday season, take a stand against impaired driving.

SUGGESTED FOR LOCAL SPEECHES AND INTERVIEWS

3D Month

- According to the National Highway Traffic Safety Administration (NHTSA), 16,600 people were killed nationwide in alcohol-related crashes in 1994, compared to 19,887 killed in 1991—a 15 percent decline in just three years! This decrease is also due in part to the enactment of tougher impaired driving laws, specifically the .08 blood alcohol limit and the administrative license suspension law.
- Eighty percent of all occupants killed in alcohol-related crashes are unrestrained by safety belts, a fact that underscores the importance of using safety belts 100 percent of the time to protect yourself and your family against impaired drivers.
- Alcohol-related highway crashes are the leading cause of death for adolescents and young adults in the United States.
- Studies show that Young Adult Drinking Drivers, particularly males aged 21-34, comprise more than half of all the drunk drivers involved in alcohol-related fatal crashes and are responsible for more alcohol-related fatal crashes than any other age group. They typically have the highest blood alcohol concentrations (BACs) in fatal crashes and are about twice as likely as other drivers to have experienced a prior crash.
- Young Adult Drinking Drivers are the most resistant to changing impaired driving behavior. Over the past 10 years, the number of underage drunk drivers has decreased by 40 percent. In comparison, the number of 21-34 year old impaired drivers has only decreased by 3.7 percent.
- Short of staying home, the best present you can give your family this year is a DWI-free holiday. This year, take a stand against impaired driving. Don't drink and drive. Designate a driver. And by all means, protect yourself and your family by using safety belts. If you do get involved in a collision with an impaired driver, buckling up could save your life.

“Lights on for Life”

- “Lights on for Life” is a symbolic nationwide daytime headlight observance to focus attention on the impaired driving issue. On Friday, December 15, 1995, law enforcement agencies, businesses, government and private citizens throughout the country will join together in keeping their vehicle headlights on as they drive during the daytime. Join us in this community-wide effort to rid the roads of impaired drivers.

The “Lights on for Life” event is held as a symbolic remembrance of persons killed and injured in alcohol-related crashes and as a reminder of law enforcement's watchful eye on impaired drivers.

- “Lights on for Life” is sponsored by the National Highway Traffic Safety Administration (NHTSA) and a coalition of government, corporate and advocacy groups—the National Drunk and Drugged Driving Prevention Coalition.

Locally, "Lights on for Life" is supported by (your organization/coalition).

- The event showcases National Drunk and Drugged Driving (3D) Prevention Month, held each year in December. Law enforcement, anti-DWI groups and others are participating in various activities throughout the month to call attention to the continued problem of drunk and drugged driving nationwide.
- Because of the parties and celebrations traditionally held during the holidays, impaired drivers are an annual problem. This event helps to focus attention on the impaired driving issue and hopefully prevents people from getting behind the wheel after drinking.
- "Lights on for Life" sends a positive message to the community and reminds the public that during the holidays, law enforcement agencies will be cracking down on those who choose to drink and drive placing innocent people's lives in jeopardy.

Sample Radio or TV Talk Show Pitch Letter

(YOUR LETTERHEAD)

Date:

Dear Talkshow Producer,

Last year, 16,600 Americans were killed and almost half a million were injured in impaired driving crashes. That's about one death every 30 minutes.

To help eliminate these senseless tragedies, the National Highway Traffic Safety Administration (NHTSA) has declared December as National Drunk and Drugged Driving (3D) Prevention Month, and this year's national campaign theme is "Take a Stand Against Impaired Driving."

Activities highlighting anti-DUI efforts will take place throughout the nation in support of this effort. In (your city/state), 3D Month activities will include (list your community's activities).

I'd like you to encourage your viewers/listeners to take a stand against impaired driving this holiday season by having a 3D Month spokesperson on your program. Our spokespeople can give your viewers/listeners solid information about the effects of drinking on a person's ability to drive and some practical tips for having a safe holiday season. We want to give your viewers/listeners ideas on ways that they can take a stand against impaired driving (designating drivers, being responsible party hosts, etc.).

Enclosed are fact sheets and news releases further outlining our 3D Month efforts.

For more information or to schedule an interview, please call me at (number).

Sincerely,

(Name & Title)

(Organization Name)

Enclosures

Working With Media

Forming Partnerships For Traffic Safety

Media play a key role in maintaining and expanding support for traffic safety issues. Good media relations can assist organizations in conducting a successful 3D Month campaign.

5 Steps To Successful Media Relations

1. Identify the key messages (what do you want people to know? to do?).
2. Know the target audiences/priorities.
3. Simplify the message.
4. Select several vehicles to carry the message (the message sticks better when it's heard/read in several different places: on a city bus, in the paper, from a friend, on the radio, from an elected official, on a flyer, from a child, etc.).
5. Convey your message with frequency.

Establishing A Good Working Relationship With The Media

Do your homework so you know whom to talk to.

Obtain current media directories from the public library or ask the local MADD chapter or highway safety office to share their press lists. Make some phone calls. Find out the name of the transportation writer or city editor at the local newspaper. Discover who the assignment editors are at the TV stations and the news directors at local radio stations. These are the people who make decisions as to which stories will run. Public service directors can also be helpful, as they usually coordinate any community talk shows on the TV or radio station. Keep track of reporters who cover transportation issues.

Spend some time educating the media.

Let the reporter know that traffic crashes are a major public health problem in their community and nationwide. Share some local and national statistics.

Position yourself as a resource.

Being knowledgeable, professional and helpful is the best way to maintain a good relationship with reporters. Anticipate and know how to get the information they will be asking for.

Know the difference between "hard" and "soft" news.

"Hard" news is usually information that is previously unknown, a noteworthy event, a controversy, the release of a study, etc.

"Soft" news or "human interest" stories involve individuals, organizations or families involved in something that may be of interest to the community (e.g., a law enforcement officer who works in the schools to promote traffic safety).

How to make that first call.

Before you call, make sure you can present the story idea clearly and succinctly. You may want to prepare a written outline to help with your pitch. When you get the reporter on the phone, introduce yourself and your organization and its concern about impaired driving. Before discussing the idea, ask whether the reporter has time to talk, or whether you can arrange another time to call back.

Media Relations Tools For An Effective Campaign

The following are descriptions and tips for using the most common media relations tools. A combination of these tools, spread over time, is the basis of a good media relations campaign. Use every available channel of communication to get your message out to the community. Always look for fresh angles or "hooks" to increase your media exposure and include a contact name and phone number so interested reporters know whom to call for more information.

Media Advisories are brief (one-page), written notices designed to alert the media of an upcoming "hard" news event, such as a news conference. Advisories are usually sent or faxed out two or three days before an event. Follow up an advisory with a phone call the morning of the event. Advisories include the who, what, where, when and why of your activity.

News Releases offer more information than media advisories and reach more contacts in less time than phone calls. A release usually precedes a news event you want covered. However, you can also use a release to announce a response to a current issue or recent story.

Be sure to organize information in order of importance. All key information should be included in the first two paragraphs. Include quotes from local authorities or well known community leaders. Include a clear, black and white photo (when applicable) or a camera-ready copy of your organization's logo. Label the back of your art with a contact name and phone number, in case it gets separated from the news release.

Only send out a release when you have some real news. This will increase your organization's credibility and your chances of getting your release read. News releases can be used for both "hard" and "soft" news.

Calendar Release is a modified news release designed to give community calendar editors (TV, radio and print) the basic information about your event. Whenever possible, send calendar releases one month in advance to ensure inclusion in the media's community calendar.

News Conferences create an interactive setting in which to convey a "hard news" story to the public. Be sure to choose an appropriate or interesting location that is relevant to the message. Consider locations like hospital rooms or car crash sites. Make sure the site offers adequate electrical, audio and visual access for reporters. Choose a time and date that are convenient for reporters. Usually mornings or early afternoons on Tuesday, Wednesday or Thursday work well for reporters. Be sure your news conference is not at the same time as another newsworthy event, as you don't want to compete for media attention. Alert the media of a news conference by sending out a media advisory.

Choose spokespeople carefully. If possible, prepare their remarks for them to

keep them on track. Make sure all spokespeople (5 at the most) speak for a short time (2-5 minutes) and are available after the news conference to answer one-on-one questions.

Develop a media kit to give to reporters, including items such as an agenda, copies of speakers' remarks, news releases, fact sheets, recent statistics, contact names and numbers, etc. Always send media kits to members of the media who were unable to attend the news conference.

Print and Broadcast Editorials are used to react to a recent editorial, event or news story, or to make a point, state a fact or offer an opinion. To place an editorial in the newspaper, simply write a "letter to the editor" and mail it to the local editorial page editor. Maximum length is usually 200 to 300 words. Letters should be typed and signed, and be sure to include a contact name and phone number. Follow-up with a phone call to see if they will run it. To place a broadcast editorial, send a letter to the news director at the station indicating interest and follow-up with a phone call.

Radio and TV Talk Shows provide a format for guests to present issues and concerns of interest to the community. Identify the most appropriate programs for reaching your intended audience. Contact local cable or community-access channels to see if they can include your topic on an upcoming show. Many radio talk show interviews can even be done by phone. To place a spokesperson on a talk show, send a pitch letter to the talk show producer and follow-up with a phone call.

Special Events include community activities that educate, provide a service or somehow promote an issue of public safety. These activities include health fairs, tours of law enforcement facilities, etc. To spice up an event for additional media coverage, involve some local political or community leaders in the event. For example, invite some local dignitaries to ride on the "convincer" at a health fair. Notify the media of a special event by sending out a media advisory. Put together a media kit with background information on your organization to distribute to the media at the event.

Public Service Announcements (PSAs) can be prerecorded radio or TV spots or live copy that the station can use to produce its own spot. Print PSAs, or print ads, can be used in newspapers, periodicals or billboards. Most TV and radio stations and newspapers allocate a certain amount of time and space for PSAs. Sometimes stations will produce a PSA for you. Talk to the public service director about station policy.

For print PSAs, contact the local newspaper's advertising department and request a copy of their advertising guidelines and specifications. Production should follow the same guidelines as those for commercial advertising. Use only professional quality, camera-ready art and photographs. Print PSAs that are not up to the paper's standards will not be run, regardless of the message.

For TV and radio, the requirements for format, length and advance notice vary greatly from station to station, so check with the stations in your area. Most PSAs are 30 seconds in length. It is a good idea to provide a hard copy of the PSA script along with your tape. Always include contact information and a beginning and ending date for the airing of your PSA. Once you've identified the correct format, PSAs should be sent to the public service director.

Follow-Up and Monitoring Efforts

Distributing materials is just the beginning of campaign activities. Just because people have your information does not mean they will use it. Remind public service directors to place your PSAs in their public service rotation by sending letters and making follow-up visits and phone calls. Keep the issue alive by writing letters to columnists and responding to articles and editorials.

Clip ads, articles and editorials that appear in the paper. Monitor broadcast exposure by requesting copies or permission to review the log books kept at

the station.

As the campaign unfolds, take time to send written thank you notes to people who have helped you with your efforts.

Airing Traffic Safety Messages During “Drive Time”

Peak travel time or “drive time” in most communities is during the morning and evening rush hours. As they travel to and from work, commuters listen for radio broadcasts about travel conditions, delays and alternate routing. Captive in their cars, they are prime targets for traffic safety messages. Airborne and studio traffic reporters regularly broadcast information about traffic conditions during rush hours and, in large cities, on a 24-hour schedule.

3D Month (December), with “Lights on for Life” and National Holiday Lifesaver Weekend, provides timely opportunities for traffic reporters to convey highway safety messages to the motoring public. Working with local traffic reporters can be an effective part of 3D Month public education efforts.

Contacting Traffic Reporters in your Community

Private companies employ the majority of traffic reporters and contract with radio and television stations for their services. Additionally, in most markets there are usually independent reporters who contract for their own services.

Call the local radio and TV stations to find out whom they use. If they use a private company, request the name and number of the director of operations or public affairs. If they use an independent, ask about the best way to contact him/her. Public information officers at local law enforcement agencies can also introduce or help contact traffic reporters, as they work with traffic reporters on a daily basis, keeping them informed of crashes and other causes of traffic congestion.

Requesting and Obtaining Support

Contact the traffic reporter or traffic reporting company representative and request their involvement in local 3D Month activities by incorporating anti-DWI messages into their traffic reports. Have sample messages prepared.

Be prepared to spend some time educating reporters and their company representatives about the important role public service advertising plays in promoting safe driving practices. Sometimes enlisting the support of the station manager and the law enforcement public information officer can be helpful in this effort.

Consider hosting a one to two hour workshop on traffic safety issues for all community traffic reporters. Include information on the cost to the community of traffic crashes, the role of enforcement, the role of the traffic reporter in the traffic safety equation, and the benefits of combined public education and enforcement.

Enlisting Private Sector Sponsorship

Many businesses support community service efforts. Contact the local and national advertisers that buy time from traffic reporting companies and ask them to sponsor a traffic safety message by purchasing additional advertising time.

Ask companies that already sponsor the traffic reports in the area (i.e., “This traffic report is brought to you by John’s Hardware”) to buy additional time to run a traffic safety message at the end of the traffic report.

Contact companies and organizations that participate in traffic safety coalitions and task forces. Ask them to include a traffic safety message with some of their ads and to request advertising time slots during drive time.

Giving Recognition

Recognize particularly helpful reporters as co-sponsors of your traffic safety program by including their names on organizational or promotional materials.

Another way to show appreciation is to ask interested reporters to join a traffic safety coalition or organization. Inviting them to join shows respect for their knowledge and ability to contribute to community traffic safety.

Preparing Traffic Safety Messages

Many of the paid advertising spots airing during traffic reports are limited to 10 seconds. Therefore, limit traffic safety messages to between 5 and 10 seconds. Also prepare 3 second messages for use when air time is truly limited.

Sample Messages

3D Month

- _ About two in every five Americans will be involved in an alcohol-related crash at some time in their lives. In 1994 alone, nearly 16,600 people died in crashes in which there was alcohol involved. Have a safe and sober holiday season. Don't drink and drive.
- _ If you and your friends choose to drink during this holiday season, plan ahead...take a cab, designate a non-drinking driver, call friends for rides, or drink at home.
- _ If you are planning on having a holiday party, plan on being a responsible host. Offer a selection of beverages and be sure to include some that are non-alcoholic. Take the keys away from guests who have had too much to drink. Arrange a safe ride home for guests who have "over-indulged."
- _ In the United States, someone dies in an alcohol-related crash every 30 minutes. Every two minutes, someone is injured. Resolve to be responsible this holiday season. Take a stand against impaired driving.
- _ Nearly half of all motor vehicle fatalities are alcohol-related. Don't ruin your holiday season by drinking and driving.

"Lights on for Life" Messages

- _ Join your community in recognizing "Lights on for Life." Drive with your headlights on all day on Friday, December 15, to remember those who have been killed or injured in alcohol-related crashes.
- _ Turn your "Lights on for Life" on Friday, December 15. Drive with your headlights on all day to remember those who have been killed or injured by impaired driving and to remind fellow (city/state name) residents about law enforcement's watchful eye on the impaired driver.
- _ Take a stand against impaired driving this holiday season. Turn your "Lights on for Life" on Friday, December 15, by driving with your headlights on all day in a symbolic remembrance of impaired driving victims.
- _ Show your support for the anti-DUI effort. Join our community in

recognizing "Lights on for Life." Drive with your headlights on all day on Friday, December 15, to remember those who have been killed or injured in alcohol-related crashes.

.08 Blood Alcohol Concentration

What is .08 BAC?

.08 Blood Alcohol Concentration (BAC)

What is .08 BAC? A .08 BAC state statute makes it illegal to drive or be in control of a motor vehicle with a blood alcohol concentration of .08 or above. The act of driving at or above .08 BAC constitutes a violation of the law in and of itself, regardless of whether the person exhibits signs of intoxication (such as slurred speech, irregular driving, etc.). Since the statute specifies that it is illegal to drive under that condition per se, this type of law is known as an illegal per se law. Most industrialized nations (Canada, Great Britain, Australia, New Zealand and the Scandinavian countries) have set illegal BACs of .08 or lower. As of March 1995, 11 states have an illegal per se law at the .08 BAC level. Thirty-seven states and the District of Columbia have illegal per se laws at .10 BAC; two states and the Commonwealth of Puerto Rico have no illegal per se law.

Example of How the Law Works

Usually, a law enforcement officer observes a driving violation and has an "articulable suspicion" that the driver is impaired. The officer then stops the vehicle and follows procedures to determine if there is "probable cause" that an offense has been committed. This may involve use of a passive breath sensor and other sobriety tests. If the officer determines that there is probable cause, the driver may then be asked to submit to chemical tests to determine BAC. If the tests show a BAC of .08 or more, or if the person refuses to take the tests, then he or she is arrested for DUI/DWI and convicted by a court of law if found guilty. (A slightly different procedure applies in states with administrative license revocation laws. Such laws also define what administrative, rather than judicial, penalty will be imposed).

Why is .08 BAC Needed?

Several recent studies conclude that virtually all drinkers have some impairment in critical driving tasks of .08 BAC. Other research shows that the higher the BAC, especially above .08, the greater the risk of involvement in a motor vehicle crash. These studies provide a clear prevention-based argument for lower BAC standards.

By lowering the illegal per se level to .08 BAC, states expand the universe of "arrestable" drivers and create a stronger deterrence for impaired driving by setting tougher standards. The .08 BAC illegal per se laws also increase the probability of conviction, because the definition of "impaired" is much more specific and easier to prove than it is under other DUI/DWI laws.

NHTSA is conducting an analysis of five states that have had .08 legislation since at least 1990. Preliminary results show significant decreases in alcohol-related fatalities in four of the five states on nine different measures. There is also evidence that .08 was at least partially responsible for a 12 percent reduction in alcohol-related fatalities experienced during the year after .08 went into effect in California. There is evidence from analysis of Maine's fatal crashes that a 19 percent decline in fatal nighttime crashes occurred in the three years after .08 went into effect, compared to only a 3 percent decline for the same period in the control states of New Hampshire and Vermont.

What Can You Do?

Find out what the law is in your state. Is it an illegal per se law, or does it simply set a standard under which a driver is presumed to be intoxicated or impaired? What are the DWI/DUI penalties under the law?

Voluntary efforts by individual concerned citizens in support of .08 BAC laws are contributing to safer highways and demonstrating that prevention works. To be part of this movement, you can:

- _ Work with existing grassroots, governmental, civic, or business organizations such as MADD, RID (Remove Intoxicated Drivers), SADD, state associations of emergency room physicians, etc., that are already involved in highway safety, public health and prevention efforts.
- _ Form a coalition with state and local governments and other organizations to support state legislation to lower the BAC standard. State law enforcement and public health agency officials know how to draft legislation or may already be working on appropriate legislation.
- _ Help inform the public and decision makers about the benefits of .08 BAC laws. Cooperate with state highway safety and public health agencies and other interested groups. Public service announcements, editorial board meetings, press releases, news conferences and rallies attract media attention. Newsletter articles and literature distributed through coalition member organizations also spread the word. Make use of an 11-minute video available from NHTSA on the rationale behind .08. Copies of the video may be obtained from:

National Highway Traffic Safety Administration
NTS-20
400 7th Street, SW
Washington, DC 20590
202-366-6979

- _ Let your Governor and your state legislature know that you favor .08 BAC laws and that these laws save both lives and taxpayer dollars. Find a legislator willing to support .08 BAC laws who can be the channel for clear, concise, and non-technical information. Be sure you are both aware of the arguments against lower BACs and have materials rebutting such arguments.
- _ Help state and local law enforcement agencies organize and promote impaired driving enforcement activities (such as sobriety checkpoints—a good place to distribute BAC law information).
- _ Encourage judges and prosecutors to convict drivers who exceed the .08 BAC standard. Help organize workshops and seminars to provide them with the latest ideas and solutions regarding impaired driving.

Administrative License Revocation (ALR)

What is ALR?

Administrative license revocation, or ALR, allows an arresting officer to immediately confiscate the driver's license of a driver who is found with a blood alcohol concentration at or above the legally set limit or who refuses to take a blood alcohol concentration test. The officer usually then issues a temporary driving permit valid for a short time, often 15 to 20 days, then notifies the offender of his or her right to an administrative hearing to appeal the revocation. If there is no appeal, or if the revocation is upheld, the offender loses his or her driving license for a set period (90 days in most states for a first offense, longer for subsequent offenses). By June 1995, ALR laws had been enacted in 38 states and the District of Columbia.

Why Does ALR Work?

In states with no ALR laws, impaired drivers may lose their licenses, but only after a criminal court conviction. There may be considerable delay before the case comes to court and the license is revoked. Often, due to plea bargaining or diversion programs, the offender's license is never suspended at all.

ALR is an effective deterrent because the public sees it as a swifter, more certain punishment than penalties applied through the traditional judicial process. ALR is effective in two ways. First, drivers who are arrested and have their licenses revoked under ALR are less likely to drink and drive again. Second, and more important, ALR discourages people from driving while impaired in the first place because it causes them to worry about losing their licenses if they do.

The cost of ALR to states has been small. License reinstatement fees paid by offenders often cover start-up and administrative costs. Also, states with ALR may qualify for Federal highway safety grants. Most important, ALR laws save lives and prevent injuries from traffic crashes, reducing the burden of such crashes. A 1991 National Highway Traffic Safety Administration study of three ALR states found that reduced nighttime crashes saved each state many millions of dollars in death, injury, health care, and property damage costs. Such savings ranged from \$37 million to \$104 million.

Research shows that ALR laws can prevent impaired driving. One study found that ALR laws reduced nighttime fatal traffic crashes (which are likely to involve alcohol) by about 9 percent. If all states adopted ALR laws, hundreds more lives would be saved each year.

What Can You Do?

Public opinion polls find a large majority of Americans favoring automatic license suspension for impaired drivers. Many public and private groups are working to promote passage of ALR laws in states that do not have them. Publicity is an important factor in ALR effectiveness. Nevada, for example, experienced a 12 percent reduction in alcohol-related crashes after a publicity campaign informed its citizens about the ALR procedure.

For information on how to encourage passage of ALR laws, or to find out which local groups are working for passage of ALR, call the National Highway Traffic Safety Administration at 202-366-9588.

Child Passenger Safety

Each year, motor vehicle crashes injure or kill more children than any disease, and most of these incidents can be prevented by the simple act of using a child safety seat. When installed and used correctly, child safety seats reduce the risk of death in a motor vehicle crash by 71 percent. Not to mention it's the law in all states.

Yet hundreds of children die annually in this country because they are not properly restrained in a child safety seat, and the National Highway Traffic Safety Administration reports that at least one in four seats is grossly misused and as many as four out of five are misused to some extent. Clearly, we need to get the word out to all our citizens on the importance of using child restraints.

Sadly, many parents don't recognize the potential harm involved when driving with an unrestrained child. In fact, many parents still believe that holding their children on their lap is a safe way to travel. This myth couldn't be further from the truth. Whether belted or unbelted, the child loses either way in a crash. In a crash or sudden stop, an unbuckled adult holding a baby can crush the child into the windshield or dashboard, leaving little chance of survival. In a 30 mph crash, a 10-pound baby could be ripped from a belted adult's arms with a force of almost 200 pounds and hurled into the dashboard or windshield. No one is strong enough to hold onto a child under those circumstances.

What Can You Do?

If you have a young child and aren't using a child safety seat, please buy or borrow one and learn how to use it. Encourage your friends and family with young children to do the same.

To avoid misuse, follow the safety seat manufacturer's instructions carefully and read your vehicle owner's manual. Then test for a snug fit when you install the child safety seat in your car. Use the child safety seat every time, on every trip. Don't make the deadly mistake of using a car seat only on freeways or for long trips. Most car crashes happen within 25 miles of home.

Contact your local hospitals and encourage them to include information about child safety seats in their education of new and expectant mothers. Work with them to put together a reduced-price seat program for families who can't afford to purchase a safety seat at regular price. Try to get local businesses to help defer costs.

Work to improve the laws in your state. Encourage law enforcement to actively enforce the laws and issue citations to those driving with unrestrained children.

Encourage citizens to report drivers of unrestrained children. In Arizona, the Governor's Office of Highway Safety's (GOHS) Buckle-Up Baby program asks residents to call into a 1-800 number with the license plate of the car and the location of the children in the vehicle.

GOHS then coordinates with the motor vehicle department to find the address of the driver and sends him/her a packet of information on the dangers of not using child seats and a coupon to purchase a seat at a discount. The packet is

in both English and Spanish. If your state or community doesn't have a similar program, help start one.

Keys To Keeping Your Family And Friends Alive

Learn How to Separate the Myths from the Facts

Misconceptions about alcohol and its effects on safe driving are widespread. Knowing the truth may mean the difference between life and death this holiday season and throughout the year.

Myth: "Alcohol is a stimulant."

Fact: Alcohol is a depressant. It acts on the central nervous system like an anesthetic to lower or depress the activity of your brain.

Myth: "Drinking coffee sobers me up."

Fact: Coffee cannot rid your system of alcohol. It just makes you a nervous, wide-awake drunk. Only time reverses impairment.

Myth: "I always stay away from the hardstuff."

Fact: Alcohol is alcohol. Beer has the same effect as straight scotch. One 12-ounce beer has as much alcohol as a 1.5 ounce shot of whiskey or a 5 -ounce glass of wine.

Myth: "I'm bigger so I can handle my liquor better."

Fact: Size is only one factor in how much you can drink. Metabolism, amount of rest, and food intake all play a part in how you handle liquor. Impairment in motor reflexes and judgment can begin with the first drink.

Myth: "Once I roll down the car window, I'm okay."

Fact: No amount of fresh, cold air can reverse impairment. You gain nothing by rolling down a window or turning on the air conditioner.

Myth: "I'll just drive slower."

Fact: Many people do, believing they actually compensate for being impaired by creeping along at 22 mph. This can be very dangerous. Others race along at 75 mph. This truth is, impaired drivers are unsafe at any speed.

Myth: "All I have to do is splash cold water on my face."

Fact: Splash all you like. You can even take a cold shower. It may make you cleaner, but it won't sober you up or make you a safe driver.

Myth: "A drink or two makes me a better driver."

Fact: Even small amounts of alcohol can impair your judgment and put you and others on the road at risk of death or disabling injury.

Put These Key Behaviors into Practice

- _ Never serve alcoholic beverages to anyone under 21.
- _ If you drink, plan ahead and designate a non-drinking driver.
- _ Be a responsible party host:
 - Serve non-alcoholic beverages.
 - Serve high-protein food.
 - Control the amount of alcoholic beverages served - no open bars.
 - Ask alcohol-impaired guests to stay overnight or call a cab to assure them a safe ride home.
 - Take away the keys of an impaired guest.
- _ Report suspected impaired drivers to your state or local police by dialing 9-1-1. Be sure to get the license plate number and description of the vehicle. Be a positive role model for youth.
- _ Ask your Governor and state legislators to support tougher laws, such as administrative license revocation, .08 blood alcohol concentration (BAC) for

adult drivers, and zero tolerance laws for drivers under 21. If your state already has these laws in place, encourage elected officials to consider tougher penalties for those found guilty of DWI.

National Chief's Challenge

Accepting the Challenge to Reduce Injuries on Our Highways

The public's perception of what law enforcement officers do on the job day after day is formed by what they see on the news and read in the papers. Drugs, guns, gangs and violent crime seem to dominate our lives and people expect our officers to do nothing but address these problems. But law enforcement administrators nationwide know that there is a bigger story to tell.

Thousands of law enforcement officers across the country are hard at work, dedicating themselves to protecting lives on our highways. They might be directing traffic, writing a ticket for speeding, thanking a mother on her way to a day care center for buckling up and putting her two-year-old son in a child safety seat, or arresting an impaired driver. It's easy to forget about this work because it doesn't grab the headlines or make a sensational story, but it is real.

This hard work is paying off. In the first three years of competition over 400 law enforcement agencies have accepted the challenge to increase safety belt use and reduce the number of impaired drivers. This year's competition challenges agencies to take the next step to ensure a safer community. The Chiefs' Challenge Awards Program allows state and local police and sheriffs' departments to demonstrate their commitment to seat belt, child safety seat, and impaired driving enforcement, speed control, and public information and education programs.

The International Association of Chiefs of Police (IACP), in cooperation with the National Highway Traffic Safety Administration (NHTSA), and with the support of the National Sheriffs' Association (NSA), is sponsoring the 1995 Chiefs' Challenge competition for law enforcement agencies to push safety belt use to the limit, improve speed compliance, and reduce the number of impaired drivers.

Law enforcement officers seldom see the positive results of enforcing traffic laws, but we do know that educating officers and the public about the importance of traffic safety is a WINNING proposition. We want to recognize those agencies that are doing their part.

The national goals of Campaign Safe & Sober, established by the Secretary of Transportation, are to reduce alcohol-related traffic fatalities to 43 percent and increase seat belt use to 75 percent by 1997. These goals are estimated to save the lives of 3,000 people and one billion dollars in health care expenses per year. The National Chiefs' Challenge is your law enforcement agency's opportunity to be nationally recognized for being part of this effort and compete for awards and prizes. We will honor new, continued, and expanded traffic safety enforcement efforts conducted throughout 1995. Agencies will compete with their peers by size and type of agency, whether it be state, county or local. Our goal is to increase safety belt use nationwide, decrease the number of impaired drivers, and therefore reduce the number of crash-related injuries and fatalities.

The competition is open to all law enforcement agencies!

Applications were included in the Campaign Safe & Sober Fourth Quarterly Planner. They are also available from IACP (1-800-THE-IACP), NSA (703/836-7827) and your NHTSA Regional Office.

THE CATEGORIES

The top three winners in each of the categories listed below will each be awarded a plaque and will be entered into a random drawing for several grand prizes donated by corporate sponsors.

State Police/Highway Patrol Agencies

Number of sworn personnel

1. 1 to 250
2. 251 to 500
3. 501 to 1000
4. 1001 or more

Municipal Police Agencies

Number of sworn personnel

1. 1 to 25
2. 26 to 50
3. 51 to 100
4. 101 to 500
5. 501 to 1000
6. 1001 to 2000
7. 2001 or more

Sheriffs' Departments

Number of sworn personnel

1. 1 to 25
2. 26 to 50
3. 51 to 100
4. 101 to 500
5. 501 to 1000
6. 1001 to 2000
7. 2001 or more

Rookie of the Year

Agencies that have just begun their occupant protection and impaired driving activities during 1995 will be considered for this award as well as for their size category.

State Associations

By joining efforts with other agencies through your state chiefs' or sheriffs' associations, some truly outstanding programs are possible.

Other Agencies

Federal police agencies, university and other special police agencies, as well as multi-jurisdictional activities will be judged in separate categories.

1995 SPECIAL CATEGORIES

Championship Class Award

First place winners of the 1995 Challenge will compete in this class regardless of size and agency type. Applicants will be judged on their effectiveness in conducting comprehensive enforcement measures combining occupant protection, impaired driving, and speed enforcement.

Child Passenger Safety Award

At least half of the children under the age of 5 who died in crashes in 1992 were not in child safety seats. Effective enforcement combined with public information can significantly impact the number of children's lives lost each year. Applicants will be judged on their efforts to enforce and promote child passenger safety use.

Clayton J. Hall Memorial Award

This special award honoring the memory of Clayton J. Hall, a highway safety leader who helped develop the Chiefs' Challenge concept and many other innovative safety programs during his life, will be presented annually by the IACP and NHTSA to recognize extraordinary achievement by law enforcement agencies for the development of comprehensive traffic safety programs. All agencies entered in the 1995 Challenge will be eligible.

Non-Alcoholic Beverage Recipes

During the holiday season or anytime, offer your guests a choice of drinks, not just alcohol. Serve various types of juices, non-alcoholic punches and cocktails, tea, coffee and soft drinks.

Be creative! The following are some suggestions to get you started.

Party Beverages

Citrus Collins

Fill 10-12 oz. glass with ice cubes
2 oz. orange juice
1 oz. lemon juice
1 oz. simple syrup

Fill with club soda. Garnish with an orange slice or a cherry.

Mai-Tai

1/2 cup pineapple juice
1/4 cup orange juice
1/4 cup club soda
1 tbsp. cream of coconut
1 tbsp. grenadine syrup

In shaker or tall glass, combine ingredients; shake or stir to blend. Add crushed ice.

PUNCHES

Lemon-Strawberry Punch

1 can (6 oz.) frozen orange juice concentrate, thawed
1 pkg. frozen sliced strawberries
1 can (6 oz.) frozen lemonade concentrate
1 quart carbonated water
1 quart ginger ale
Sliced bananas (garnish)
Sliced oranges or lemons (garnish)

Combine frozen lemonade, the strawberries (half-thawed with juice), and the orange juice. Place in a punchbowl with ice. Just before serving, add carbonated water and ginger ale. Garnish with thin slices of orange or lemon.
20 servings.

Partners in Progress Impaired Driving Goals and Strategies For The Year 2005

In February 1995, over 100 representatives of government, private industry and citizen activist groups met in Washington, D.C. to set new goals and develop strategies to reduce impaired driving. This is because 16,600 people lost their lives in alcohol-related crashes in 1994 and an additional 1,000,000 people were injured. These crashes cost our society over \$46 billion annually. As a result of this meeting, these "Partners in Progress" came up with the following goal for the year 2005:

2005 Goal: To reduce alcohol-related fatalities by 6,000 annually from the present 16,600 to 10,600.

Background

In 1994, the 16,600 alcohol-related fatalities represented 40.8 percent of total traffic fatalities for that year. This is down from 57 percent in 1982 and from 50 percent in 1990.

If the 2005 goal is achieved, 16 lives per day will be saved, reducing alcohol-related traffic fatalities from 46 per day at present to 30 per day by 2005. For each alcohol-related life saved, it is estimated that an additional 54 people will be spared from injuries. Therefore, if the goal is reached, 6,000 lives will be saved and 323,400 injuries will be averted each year.

With these reductions in fatalities (6,000) and injuries (323,400), \$11 billion in societal costs will be saved (in 1990 dollars) each year. This \$11 billion saved includes \$1.4 billion in health care cost savings, with the Federal Government saving \$254 million and the states saving \$107 million annually.

In terms of market productivity, the 6,000 lives saved and 323,400 injuries averted translate to a savings of \$5.4 billion. This is a \$680 million reduction in Federal income taxes and an additional savings of \$194 million in Federal public assistance. The state income tax reduction would total \$146 million each year with a \$22 million savings in state public assistance.

In summary, if the "Partners in Progress" impaired driving reduction goal can be met:

- _ 6,000 lives will be saved annually.
- _ 323,400 injuries will be averted annually.
- _ 16 lives per day will be saved.
- _ Almost 900 injuries per day will be averted.
- _ \$11 billion in societal costs will be saved.
- _ \$1.4 billion will be saved in health care costs.

Seatbelts

What Do Safety Belts have to do with Impaired Driving?

The promotion of safety belt usage ties in with 3D Month activities for a number of reasons. First of all, safety belts are good preventive medicine, and one of the best defenses against impaired drivers. Second, increased belt use could substantially reduce the death toll in alcohol-related crashes. Two out of three people killed in alcohol-related crashes are in the impaired driver's vehicle, and safety belt use among this group is extremely low—just 20 percent.

Despite our best efforts, traffic crashes happen. When collisions do occur, a properly worn lap/shoulder belt can oftentimes prevent a tragedy from occurring. Research has shown that safety belts reduce the risk of fatal or serious injury to front seat passengers by 45-50 percent. In 1993, safety belt use saved 8,372 lives and prevented about 139,000 moderate-to-critical injuries.

What Can You Do?

Buckle-up and make sure that those you care about buckle-up too—EVERY TIME. Don't make the deadly mistake of using safety belts only on freeways or for long trips. Most car crashes happen within 25 miles of home.

But even that isn't enough. We must work toward improving the safety belt use rate of everyone on the road. Despite all our efforts, we are still paying the cost for the tens of thousands of injuries to unbuckled victims. Recent studies have shown that one-third to one-half of the medical costs of persons hospitalized for traffic crashes are absorbed by Government (i.e., you and me).

One effective way to increase seat belt use is to encourage states to pass or upgrade their mandatory seat belt laws. Of greatest benefit is a primary seat belt law, where an officer can issue a citation solely for a seat belt violation. He doesn't have to pull someone over for another reason and issue a seat belt citation as a secondary violation. Check with your state to see what seat belt laws are in effect. Forty-eight states, the District of Columbia, Puerto Rico and the Territories have enacted safety belt laws of some type (non-law states: ME, NH). Just 10 states now have laws that allow primary enforcement.

Another proven way to increase seat belt use is to support and encourage combined public information and enforcement programs at the local level. Resources can be found in a variety of places. The National Highway Traffic Safety Administration's (NHTSA) "Safe & Sober" campaign has a number of materials available for use promoting safety belt use in your community. The National Safety Belt Coalition was formed to support programs designed to reach national belt use goals. The Coalition is currently shooting for a 75 percent compliance rate by 1997. In 1994, the overall safety belt use rate was 67 percent. A National Safety Belt Honor Roll has also been organized to recognize those groups, schools and organizations that can document a use rate of 80 or 90 percent PLUS. Contact your Governor's Highway Safety Representative or your NHTSA regional office for more information.

Fact Sheet

Young Adult Drinking Drivers-A Rising National Problem

Profile of the Young Adult Drinking Driver

Young adults who drive impaired comprise the largest element of the impaired driving population across the country. They can be found in every big city and small town in the nation. Those involved in fatal crashes are often found to be:

- _ a problem drinker or alcoholic, single, divorced or separated white male between the ages of 21-34
- _ employed in blue collar trades with a high school education or less
- _ a frequent or heavy binge drinker, usually on weekends, but often daily
- _ likely to drink in bars or homes with friends who have similar attitudes and drinking patterns
- _ a person who has experienced alcohol-related problems in the past, such as arrests, marital strife, job problems or unemployment
- _ one who has poor coping skills and drinks to relax and reduce stress
- _ extroverted, impulsive and aggressive
- _ a person who gets bored easily
- _ someone who likes to drive fast and aggressively
- _ hostile/anti-social in orientation, disrespects authority and has a record of traffic and criminal offenses

Why You Should Target the Young Adult Drinking Driver

The existing data confirms that drivers in this age group :

- _ comprise more than half of all the impaired drivers involved in alcohol-related fatal crashes
- _ are responsible for more alcohol-related fatal crashes than any other age group
- _ have the highest blood alcohol concentrations (BACs) in fatal crashes
- _ are about twice as likely as other drivers to have experienced a prior crash
- _ are four times more likely to have had their licenses suspended or revoked
- _ are the most resistant to changing drinking and driving behavior.

Over the past 10 years, the number of underage drunk drivers has decreased by 40 percent. In comparison, the number of 21-34 year old impaired drivers has only decreased by 3.7 percent

Clearly, this group requires your attention during 3D Month and throughout the year.

What You Can Do in Your Community

First of all, find out whether Young Adult Drinking Drivers are a problem in your community.

If you work for a State Highway Safety Office or are a community program officer, analyze your police data by driver age. Is this group significantly represented in your arrest, crash, injury and fatality statistics?

If you are in law enforcement, be aware of this problem when developing enforcement strategies. High visibility enforcement efforts conducted in association with strong public information and education (PI&E) campaigns may be the most effective deterrent.

If you are in the hospitality industry, get involved in local PI&E campaigns. They can save the lives of your customers. Encourage all the alcohol retailers in your area to train their servers and other employees. Bartenders trained in effective intervention techniques are valuable members of your community's traffic safety team.

If you are a judge or prosecutor, remember that the majority of this group is alcohol dependent. It is essential that underlying alcohol problems be recognized and treated along with traffic safety violations. Review pre-sentencing screening results to determine the role alcohol plays in the driver's behavior. If your community has not yet introduced mandatory alcohol-screening and treatment requirements, lead the effort to incorporate them into the judicial process.

Media messages should stress transportation alternatives as well as personal responsibility.

Employers can also help deliver anti-DWI messages to this age group through workplace traffic safety and employee assistance programs.

Everyone can encourage their legislators to pass tougher laws, including administrative license revocation, .08 (BAC), zero tolerance for youth, license plate confiscation, vehicle impoundment, stiffer penalties for repeat offenders, etc.

Don't forget the power of peer pressure. Wives, spouses, and friends may be able to dissuade this group from driving impaired.

For more information on Young Adult Drinking Drivers, call the National Commission Against Drunk Driving at

202-452-6004.

Zero Tolerance For Youth

Fact Sheet

What is Zero Tolerance?

It is illegal in every state for persons under the age of 21 to purchase and publicly possess alcoholic beverages. In support of these laws, it should be illegal for persons under 21 who have been drinking to drive. A zero tolerance law makes it illegal per se (in and of itself) for persons under the age of 21 to drive with any measurable alcohol in their blood. In a radio address to the nation on June 10, 1995, President Clinton stressed the importance of states passing zero tolerance laws.

As of July 1995, 33 states and the District of Columbia had established lower BACs (Blood Alcohol Concentration) for youthful drivers. Twenty-six states and the District of Columbia had established BACs of .00, .01, or .02 BAC for drivers under 21.

To be effective, a zero tolerance law should allow a police officer to require a breath test from a driver under the age of 21 if the officer has probable cause to believe that the driver has been drinking. If the driver refuses the test or the test reveals an alcohol level, then the driver should be subject to sanctions, including loss of his or her driver's license.

Why are Zero Tolerance Laws Needed?

A total of 2,364 youths, aged 15-20, died in alcohol-related crashes in 1993. The relative risk of a fatal crash for drivers under 21 is greater at low alcohol levels than it is for older drivers. Studies also show that zero tolerance laws leading to the loss of a driver's license can reduce total alcohol-related fatalities. A recent study of 12 states with lower limits for youth showed a 16 percent reduction in alcohol-related fatal crashes among drivers under age 21. If all states adopted zero tolerance laws for drivers ages 15-20, at least 375 alcohol-related fatal crashes would be prevented each year. Zero tolerance laws also complement existing state laws prohibiting alcohol-sales and service to youth.

What Can You Do?

Become familiar with the law in your state. As of July 1995, 26 states and the District of Columbia have .02 or lower BAC limits for drivers under the age of 21: Arizona (.00), Arkansas (.02), California (.01), Connecticut (.02), Delaware (.02), Idaho (.02), Illinois (.00), Iowa (.02), Maine (.00), Maryland (.02), Massachusetts (.02), Michigan (.02), Minnesota (.00), Montana (.02), Nebraska (.02), New Hampshire (.02), New Jersey (.01), New Mexico (.02), Ohio (.02), Oregon (.00), Rhode Island (.02), Tennessee (.02), Utah (.00), Virginia (.02), Washington (.02), West Virginia (.02), and the District of Columbia (.02). Seven states (Georgia, Louisiana, Mississippi, North Carolina, Texas, Vermont, and Wisconsin) have lower BAC limits for youth, but they are either not zero tolerance limits or they apply to drivers under the age of 18 only.

Find Out About "Use-Lose" Laws as Well

The use-lose statutes make it illegal for anyone under the age of 21 to purchase, possess, transport, or consume alcohol. A youth with a detectable amount of alcohol in his or her body is in violation of the law and loses her or his driver's license, usually for 6 months to up to one year. For youths not yet licensed to drive, a use-lose law typically delays issuance of a driver's license for a specified period (usually 6 months to a year).

Let decision makers in your community and your state know about these legislative strategies to discourage use of alcohol by those under 21 and to prevent impaired driving among this group. Help state and local governments, juvenile court judges, youth groups and other organizations support state legislation to lower the BAC standard. Help form a coalition of these interests if no one has yet done so in your area.

Work with state highway safety and public health agencies on a campaign to promote zero tolerance laws.

Communicate your support of zero tolerance laws to your Governor and state legislature. Remind them of the costs of impaired driving, the health and safety benefits of lower BAC laws, and the fact that prevention works.

Encourage police to promote and enforce zero tolerance laws for youth. Police officers are likely to emphasize their community's priorities; let them know that the community supports laws to prevent underage drinking and driving and that you encourage enforcement of these laws.

For more information on zero tolerance for youth, call:

Mothers Against Drunk Driving (MADD) at 214-744-MADD

Remove Intoxicated Drivers (RID) at 518-372-0034

Students Against Driving Drunk (SADD) at 508-481-3568

National Highway Traffic Safety Administration (NHTSA) at 202-366-9588

The National 3D Prevention Month Coalition

Founded in 1991, the National 3D Prevention Month Coalition is a nationwide public-private coalition devoted to preventing impaired driving crashes. As of May 1995, Coalition members include the following organizations:

Advocates for Highway and Auto Safety
American Automobile Association
American Automobile Manufacturers Association
American Insurance Association
Baltimore County (MD) Office of Substance Abuse
Boost Alcohol Consciousness Concerning the Health of University Students
Bronrott Communications
Center for Substance Abuse Prevention
Citizens for Reliable and Safe Highways
Commercial Vehicle Safety Alliance
Deen & Black Public Relations
Emergency Nurses CARE (Cancel Alcohol-Related Emergencies)
Entertainment Industry Council
Federal Highway Administration
General Motors Corporation
Government Employees Insurance Company
International Association of Chiefs of Police
Manocherian Foundation
Metro Networks
Mitsubishi Motor Sales of America, Inc.
Mothers Against Drunk Driving
National Association of Convenience Stores
National Association of Governor's Highway Safety Representatives
National Commission Against Drunk Driving
National Council of La Raza
National Highway Traffic Safety Administration
National Safety Council
National Sheriffs' Association
National Transportation Safety Board
Network of Employers for Traffic Safety
Nissan North America
Office of Secretary of State, Illinois
Office of the Surgeon General of the United States
R. Adams Cawley Shock Trauma Center
Recording Artists Against Drunk Driving
Remove Intoxicated Drivers
State and Territorial Injury Prevention Directors Association
Students Against Driving Drunk
USAA
U.S. Army Drug and Alcohol Operations Agency
U.S. Indian Health Service
U.S. Marine Corps Motor Vehicle and Traffic Safety Division
Washington Regional Alcohol Program
Xerox Corporation

For general or membership information about the National 3D Prevention Month Coalition, please contact:

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1900 L Street, NW Suite 705
Washington, DC 20036
202/452-6004 or 202/452-6005
FAX: 202/223-7012

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(AZ, CA, HI, NV, AMERICAN
N. MAR
Regional Adminis
201 M
San Francis
Phone: (
Fax: (

REGION II

(NY, NJ, PR, VI)
Regional Administrator, NHTSA
222 Mamaroneck Avenue
Suite 204
White Plains, NY 10605
Phone: (914) 682-6162
Fax: (914) 682-6239

(AK
Regional Adminis
3140 Jackson Fed
915
Seatt
Phone: (
Fax: (

REGION III

(DE, DC, MD, PA, VA, WV)
Regional Administrator, NHTSA
BWI Commerce Park
7526 Connelley Drive
Suite L
Hanover, MD 21076-1699
Phone: (410) 768-7111
Fax: (410) 768-7118

REGION IV

(AL, FL, GA, KY, MS, NC, SC, TN)
Regional Administrator, NHTSA
1720 Peachtree Road, NW
Suite 1048
Atlanta, GA 30309-2439
Phone: (404) 347-4537
Fax: (404) 347-0097

REGION V

(IL, IN, MI, MN, OH, WI)
Regional Administrator, NHTSA
19900 Governors Drive
Suite 201
Olympia Fields, IL 60461
Phone: (708) 503-8822
Fax: (708) 503-8991

REGION VI

(AR, LA, NM, OK, INDIAN NATIONS)
Regional Administrator, NHTSA
819 Taylor Street
Room 8A38
Fort Worth, TX 76102-6177
Phone: (817) 334-3653
Fax: (817) 334-8339

REGION VII

(IA, KS, MO, NE)
Regional Administrator, NHTSA
6301 Rockhill Road
Room 100
Kansas City, MO 64131
Phone: (816) 822-7233
Fax: (816) 822-2069

REGION VIII

(CO, MT, ND, SD, UT, WY)
Regional Administrator, NHTSA
555 Zang Street
4th Floor
Lakewood, CO 80228
Phone: (303) 969-6917
Fax: (303) 969-6294

State Highway Safety Offices

ALABAMA

GEORGIA
Governor's Highway
Safety Representative
Dept. of Economic & Community Affairs
P.O. Box 5690
401 Adams Avenue
Montgomery, AL 36103-5690
Phone: (205) 242-8672

ALASKA

Governor's Highway
Safety Representative
Highway Safety Planning Agency
P.O. Box 111200
450 Whittier Street
Juneau, AK 99811
Phone: (907) 465-4374

AMERICAN SAMOA

Governor's Highway
Safety Representative
Dept. of Public Safety
American Samoa Government
P.O. Box 1086
Pago Pago, AS 96799
Phone: 011 (684) 633-1111

ARIZONA

Administrator
Governor's Office of Highway Safety
3010 North Second Street, Suite 105
Phoenix, AZ 85012
Phone: (602) 255-3216

ARKANSAS

Coordinator, Traffic Safety
Section State Highway & Transportation Dept.
P.O. Box 2261
11300 Baseline Road
Little Rock, AR 72209-2261
Phone: (501) 569-2648

CALIFORNIA

Governor's Highway
Safety Representative
Office of Traffic Safety Business, Transportation & Housing Agency
7000 Franklin Boulevard
Suite 440
Sacramento, CA 95823
Phone: (916) 445-0527

COLORADO

Governor's Highway
Safety Representative
Office of Transportation Safety
Dept. of Transportation
4201 East Arkansas Avenue
Denver, CO 80222
Phone: (303) 757-9440

CONNECTICUT

Governor's Highway
Safety Representative
Dept. of Transportation
Division of Highway Safety
P.O. Box 317546
2800 Berlin Turnpike
Newington, CT 06131-7546

DELAWARE

Governor's Highway
Safety Representative
Dept. of Public Safety

P.O. Box 818
Dover, DE 19903-0818
Phone: (302) 739-4321

DISTRICT OF COLUMBIA

Governor's Highway
Safety Representative
Dept. of Public Works
Transportation Safety Branch
Frank D. Reeves Center
2000 14th Street, NW
6th Floor
Washington, DC 20009
Phone: (202) 939-8000

FLORIDA

Governor's Highway
Safety Representative
Dept. of Transportation
605 Suwanne Street
MS 57
Tallahassee, FL 32399-0450
Phone: (904) 922-5820

10

MARYLAND

Topeka, KS 66603
Phone: (913) 296-3756

KENTUCKY

Governor's Highway
Safety Representative
State Police Headquarters
919 Versailles Road
Frankfort, KY 40601-9980
Phone: (502) 695-6300

LOUISIANA

Governor's Highway
Safety Representative
Highway Safety Commission
P.O. Box 66336
Baton Rouge, LA 70896
Phone: (504) 925-6991

MAINE

Governor's Highway
Safety Representative
Bureau of Highway Safety
State House Station No. 42
Augusta, ME 04333
Phone: (207) 624-8756

Governor's Highway
Safety Representative
State Highway Administration
707 North Calvert Street
Baltimore, MD 21203-0717
Phone: (410) 333-1111

MASSACHUSETTS

Governor's Highway
Safety Representative
Governor's Highway Safety Bureau
100 | Cambridge Street
Room 2104
Boston, MA 02202
Phone: (617) 727-5073

MICHIGAN

Governor's Highway
Safety Representative
Office of Highway Safety
Planning
Knapps Center
300 South Washington Square
Suite 300
Lansing, MI 48913
Phone: (517) 334-5210

MINNESOTA

Director
Office of Traffic Safety
444 Cedar Street
Suite 100-B
Town Square
St. Paul, MN 55101-2156
Phone: (612) 296-3804

MISSISSIPPI

Governor's Highway
Safety Representative
P.O. Box 23039
401 North West Street
8th Floor
Jackson, MS 39225-3039
Phone: (601) 359-7880

MISSOURI

Governor's Highway
Safety Representative
Division of Highway Safety
1719 Southridge Drive
Jefferson City, MO 65110
Phone: (314) 751-7643

MONTANA

Governor's Highway
Safety Representative
Highway Traffic Safety Division
State Capitol
1310 East Lockey
Helena, MT 59620
Phone: (406) 444-3412

NEBRASKA

Administrator
Office of Highway Safety
P.O. Box 94612
301 Centennial Mall South
Lincoln, NE 68509
Phone: (402) 471-2515

NEVADA

Highway Safety Coordinator
Office of Traffic Safety
Dept. of Motor Vehicles & Public Safety
555 Wright Way
Carson City, NV 89711-0099
Phone: (702) 687-5720

OREGON**TENNESSEE**

Governor's Highway
 Safety Representative
 Traffic Safety Section
 555 13th Street, NE, 4th Floor
 Salem, OR 97310 5
 Phone: (503) 986-4187

NEW YORK

Executive Director
 Governor's Traffic
 Safety Committee
 Empire State Plaza
 Swan Street Building
 Albany, NY 12228
 Phone: (518) 474-3125

PENNSYLVANIA

Governor's Highway
 Safety Representative
 Commonwealth of Pennsylvania
 Transportation & Safety Building
 Harrisburg, PA 17120
 Phone: (717) 787-6815

NORTH CAROLINA

Governor's Highway
 Safety Representative
 215 East Lane Street
 Raleigh, NC 27601
 Phone: (919) 733-3083

PUERTO RICO

Executive Director
 Traffic Safety Commission
 Box 41289
 Minillas Station
 Santurce, PR 00940
 Phone: (809) 723-3590

NORTH DAKOTA

Governor's Highway
 Safety Representative
 Dept. of Transportation
 608 East Boulevard Avenue
 Bismarck, ND 58505-0700
 Phone: (701) 328-2581

RHODE ISLAND

Coordinator
 Governor's Office of Highway Safety
 345 Harris Avenue
 Providence, RI 02909
 Phone: (401) 277-3024

COMMONWEALTH OF THE NORTHERN MARIANA ISLANDS

Governor's Highway
 Safety Representative
 Dept. of Public Safety
 Commonwealth of the
 Northern Mariana Islands
 P.O. Box 791
 Civic Center; Susupe Village
 Saipan, MP 96950
 Phone: 011 (670) 234-8536

SOUTH CAROLINA

Governor's Highway
 Safety Representative
 Dept. of Public Safety
 5410 Broad River Road
 Columbia, SC 29210
 Phone: (803) 896-7839

SOUTH DAKOTA

Governor's Highway
 Safety Representative
 Dept. of Commerce and Regulation
 State Capitol Building
 910 East Sioux
 Pierre, SD 57501
 Phone: (605) 773-3178

OHIO

Deputy Director
 Dept. of Public Safety
 P.O. Box 7167
 240 Parsons Avenue
 Columbus, OH 43266-0563
 Phone: (614) 466-3250

OKLAHOMA

Coordinator
 Highway Safety Office
 3223 North Lincoln Boulevard
 Oklahoma City, OK 73105
 Phone: (405) 521-3314

Charleston, WV 25301
 Phone: (304) 558-8814

WISCONSIN

Governor's Highway
 Safety Representative
 Dept. of Transportation
 P.O. Box 7910
 Hill Farms State Office Building
 4802 Sheboygan Avenue
 Suite 120B
 Madison, WI 52707-7910
 Phone: (608) 266-1113

WASHINGTON

Governor's Highway
 Safety Representative
 Traffic Safety Commission
 1000 South Cherry Street, MS/PD-11
 Olympia, WA 98504
 Phone: (206) 753-6197

WYOMING

Governor's Highway
 Safety Representative
 Highway Safety Program, DOT
 P.O. Box 1708
 5300 Bishop Blvd.
 Cheyenne, WY 82002-9019
 Phone: (307) 777-4450

WEST VIRGINIA

Governor's Highway
 Safety Representative
 Criminal Justice and Highway Safety Office
 1204 Kanawha Boulevard, East

National Groups And Organizations
Involved With Impaired Driving And Safety Belt Issues

AAA Foundation for Traffic Safety ³	American Trauma Society ²	International Association of Directors of Highway Patrols and Sheriffs' Associations ³
	1440 New York Avenue, NW	8100 Reservoir Parkway, Suite 512
	Suite 201	Upper Marlboro, MD 20772
	Washington, DC 20005	301-420-4189
	202-638-5944	
	Center for Substance Abuse Prevention (SAMHSA/CSAP) ¹	
Advocates for Highway and Auto Safety ³	Rockwall Mothers	
777 N. Capitol Street, NE	5600 Fishers Lane, Suite 800	5
Suite 410	Rockville, MD 20857	
Washington, DC 20005	301-443-9936	
202-408-1711		
Center for Substance Abuse Prevention's National Clearinghouse for Alcohol and Drug Problems ¹		
Alliance Against Intoxicated Motorists (AAIM) ³	National Association of Broadcasters ¹	
1870 Higgins Road	Rockville, MD 20747-2345	
Suite 131	1-800-729-6686	
Schaumburg, IL 60173		
708-697-2246		
Alliance of American Insurers (AAI) ³	Children's Safety Network (CSN) ²	
1501 Woodfield Road	2000 15th Street, NW	
Suite 400W	Suite 701	
Schaumburg, IL 60173	National Association of Broadcasters ¹	
708-330-8542	Arlington, VA 22201	
Emergency Nurses Cancel Alcohol Related Emergencies (EN C.A.R.E.) ³	770 Grafton Street	
American Association of Motor Vehicle Administrators (AAMVA) ³	National Association of Broadcasters ¹	
4200 Wilson Boulevard	508-753-7222	
Suite 1100		
Arlington, VA 22203		
703-322-4200	Institute for Highway Safety (IIHS) ³	
	31005 N. Glebe Road	
American Automobile Association (AAA) ³	Suite 800	
1000 AAA Drive	National Association of Broadcasters ¹	
Heathrow, FL 32746-5063	Arlington, VA 22201	
(Contact the central office of your local AAA club)	703-247-1500	
International Association of Chiefs of Police (IACP) ³		
American Coalition for Traffic Safety, Inc. (ACTS) ²	515 North Washington Street	
1110 North Glebe Road	Alexandria, VA 22314-2357	
Suite 1020	703-836-6767	
Arlington, VA 22201		
703-243-7501		

National Coalition of Hispanic Health and

National Com

National Council on Alcoholi

National F

National Highway
Traffic Safety Pr

National Prevention Network (NPN)
c/o NASADAD ¹
444 N. Capitol Street, NW
Suite 642
Washington, DC 20001
202-783-6868

National Safety Belt Coalition ²
1019 19th Street
Suite 401
Washington, DC 20036
202-296-6263

National Safety Council (NSC) ³
1121 Spring Lake Drive
Itasca, IL 60143-3201
708-285-1121

National Sheriffs' Association
³

1450 Duke Street
Alexandria, VA 22314-3490
703-836-7827

National Troopers Coalition ³
27373 Mosbaugh Road
Arcadia, IN 46030
317-636-0929

Network of Employers for Traffic Safety (NETS) ³
1900 L Street, NW
Suite 705
Washington, DC 20036
202-452-6005

Remove Intoxicated Drivers (RID) USA, Inc. ¹
P. O. Box 520
Schenectady, NY 12301
518-393-4357

Students Against Driving Drunk (SADD) ¹
P. O. Box 800
Marlboro, MA 01752
508-481-3568

U.S. Indian Health Service ³
12300 Twinbrook Parkway
Suite 610
Rockville, MD 20852
301-443-1054

1 Information available on impaired driving.

2 Information available on safety belts.

3 Information available on impaired driving, safety belts or speed.